

"The Economic Census is indispensable to understanding America's economy."

Alan Greenspan
Chairman, Federal Reserve

People Use Economic Census Data

A food store chain uses census data to estimate market share at existing stores and evaluate potential sites for new stores.

A shopping mall consultant uses census data on retail store distribution. He says malls should attract stores that are under-represented relative to state norms.

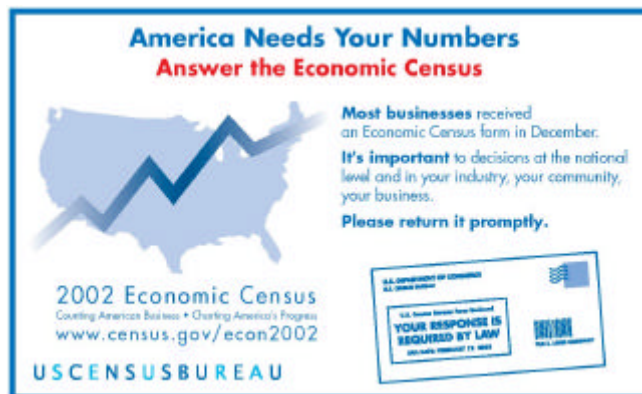
Small Business Development Centers in most states help business owners construct business plans and address marketing challenges using Economic Census data.

The Federal Reserve Board uses Economic Census data to understand changes in the American economy.

The Commerce Department uses census data to update GDP, retail trade, and other current indicators of economic performance.

Federal and state agencies use census data to develop programs and policies, and to evaluate their impact.

Emergency and relief agencies use Economic Census data to inventory business by industry and size. This information speeds their response to job and business losses caused by fire, flood, and other disasters.



"The economic census is more important than ever. The participation of business is an act of corporate good citizenship and is critical to understanding the factors that underpin our ongoing economic recovery."

Don Evans, Secretary
US Department of Commerce

**Need More Information?
It's all on the web**

- Questions & Answers
- Sample forms
- Electronic reporting software
- Online services

www.census.gov/econhelp

America Needs Your Numbers

December
2002

*A Quick Look at the
2002 Economic Census*



Counting American Business.
Charting America's Progress.

EC02-PR-2



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Helping You Make Informed Decisions • 1902-2002

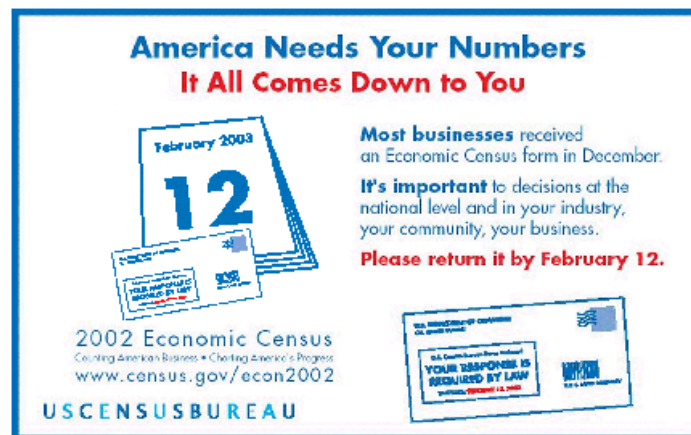


Economic Census Key Dates

- December 2002 Five million businesses receive forms
- Feb. 12, 2003 Forms are due
- Early 2004 First results published

Economic Census Facts

- Census is conducted every 5 years.
- Compliance is required by law; responses are confidential --Title 13, US Code.
- Companies receive forms tailored to their industry and size. There are more than 600 versions of the basic form.
- Businesses report basic operating statistics for each location -- employees, payroll, and value of goods or services produced in 2002.
- Businesses can report electronically via the Internet.
- Businesses can use our help site to get answers to most questions – www.census.gov/econhelp
- Our toll-free business help line is open 8 am to 8 pm EST, Mon-Fri: 800-233-6136.
- Results of the 2002 Economic Census will be published starting early 2004 at www.census.gov/econ2002.



The Economic Census Is Important ... for Everyone

- Federal agencies use the census as the basis for key measures of economic activity, such as monthly retail sales and Gross Domestic Product.
- Local agencies use the census for planning and economic development.
- Businesses get vital information for marketing and planning.
- Business groups and journals report key business facts and project future trends, based on census data.

Economic Census Introduces New Measures of Our Economy

The 2002 Economic Census forms include new questions to study the way business gets done, including first-ever measures of

- E-commerce activity, economy-wide
- Leased employment
- Supply chain activities

www.census.gov/econhelp

Business Leaders Speak Out

"The Economic Census is indispensable to understanding America's economy. It insures the accuracy of the statistics we rely on for sound economic policy and for successful business planning. Returning your economic census form helps us all."

– Alan Greenspan, Chairman
Federal Reserve Board of Governors

"The economic indicators we read every day -- for policy and personal decisions -- are built on the quality of the Economic Census data."

Kathleen Cooper, Under Secretary
US Department of Commerce

"I urge all American businesses to participate and to provide complete and accurate data. American businesses and the American people will be the benefactors."

--Thomas Donohue, President,
U.S. Chamber of Commerce,

"Hard, reliable data are critical in evaluating where American business is, and where it needs to go."

– Jerry Jasinowski, President
National Association of Manufacturers

"When the Economic Census form arrives, look at it as a valuable use of your time. That information will help all of us as a nation perform more efficiently and probably more equitably. So, take the time, treat it as an act of responsible citizenship."

Roger Brinner, Chief Economist
Parthenon Group